

PARKER
PEN
SHOPTALKER

14 April 1969

for
Parker Pen
Employees

Issue 439

DON MC CARTHY (Scheduling Supervisor) says, "The current year's forecast for cartridges and cartridge pencils represents 1,500 miles of lead."

The "tour" season is off to a big start. GERRY STRAND (Tour Coordinator) has scheduled 700 seventh graders from Marshall and Franklin Junior High Schools to begin their tours of Arrow Park on Monday, April 14. The newly selected Penettes will conduct the tours.

Never too old: In the March 20 issue of "The Machinist," sent to Shoptalker by CHARLES GLASS (Tool Room), the following ad appeared: "Fountain Pens wanted. Parker Blue Diamond Vacumatic. Write F. Leslie, I.A.M., Local 85, Natoma Street, San Francisco.

And from New York came a phone call to MARIA TRUPIA (Press Relations Secretary/Assistant) for a red Duofold. The caller couldn't be switched to a modern fountain pen. Parker has not manufactured the Duofold for approximately 35 years, but Maria is still trying to locate one.

PEOPLE TALK

National Secretaries Week is April 21-26 and National Secretaries Day is April 23. On that date, Capp Sutherland of WCLO will interview LUCILLE LUECK (Manufacturing Division) and MARION SCHUMACHER (Executive Division) on his regular Wednesday night program from the 19th Tee.

The Janesville-Beloit Chapter of the National Secretaries Association will hold their monthly meeting the evening of April 15 at which time the announcement of the "Secretary of the Year" for the Southern Wisconsin area will be made. The winner will then go to the Wisconsin Division Meeting at Wausau to enter the state finals.

Parker has ten secretaries who are members of the Association and seven Certified Professional Secretaries. The C.P.S.'s are: MARILYN HEISE (Personnel), MARION HILL (Personnel), VI JASENSKY (Legal), LUCILLE LUECK (Manufacturing), MARGARET POWERS (Personnel), MARION SCHUMACHER (Executive), and HARRIETTE WECKERLY (Manufacturing).

JEANETTE ROWLAND (Plastics Fabrication) has suggested that Shoptalker publish the names of Parker employes and immediate relatives of employes who are in the Service overseas. We think this is an excellent idea and ask that all Parker employes co-operate by sending the names of the service man or woman to: "Shoptalker," Court and Division Streets.

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Consolidated net earnings for the fiscal year ended 28 February 1969 reached a record \$2.56 before extraordinary charges and \$2.33 after these charges of \$.23 per share. These compare to last year's figures of \$2.02 and \$.73 respectively.

Sales volume declined slightly from \$52,768,292 to \$52,159,184 due principally to the discontinuance of unprofitable Eversharp models and the sale as of 31 October 1968 of the shock absorber business of our subsidiary in Argentina.

JERRY BILEK joined the Manufacturing Division this week as a Systems Engineer, reporting to ROY WANDA (Manager of Planning and Control).

He was formerly with William M. Kordsiemon & Associates, management consultants in Chicago, and the Harnischfeger Corp., Milwaukee. He holds an M.B.A. degree from the University of Illinois.

Shoptalker's candidate for the shortest business-letter exchange of the year resulted when Mr. Bernard Rinehart of Collegeville, Minnesota, wrote the following complimentary letter, reprinted in its entirety:

"Gentlemen: You make excellent pens and ink."

With equal economy of words, the reply from Janesville went back:

"Thank you, Mr. Rinehart. We appreciate your commendation."

DAVE ZINN, leaving Parker's Financial Division for a position with Sunstrand, has been accepting good wishes of friends made here over the past 12 years. He will be succeeded as Manager of General Accounting by ROGER REETZ, whose former duties are being assumed by BILL SCHRADER.

LYNETTE BOMGAARS, Miss Penette of 1969, shopped local stores last week for a complete new outfit, some of which she will model at the Penette Coronation Dinner to be held Wednesday night.

People Talk:

Mr. JAIME FORD, Parker distributor for Colon Free Zone, Panama, is in Janesville conferring with members of the Foreign Marketing Division.

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Selected as gifts for 1,200 guests at the First Lady's Breakfast held in Washington last week were 1,200 Compact Jotters. A bipartisan event, the assemblage included, along with Mrs. Nixon, all the wives of Congressmen, Cabinet members, and Supreme Court Justices.

Six new Parker television commercials featuring the 75 pen, Cartridge Pencil, Jotter and Touche' are being beamed into 64 markets starting April 20 and running through May 31. They are the first to be produced by recently appointed ad agency J. Walter Thompson Company.

The Foreign Marketing division has readied plans for an unusual Conference of Central American and Caribbean distributors (Condepar I) to be held in Mexico City May 14-15. Purpose is to tighten communications, assess new consumer developments in the Spanish-speaking markets, and update on latest sales and promotional techniques.

Voice of the Customer: An interesting letter arrived last December from a Lehigh University student who claimed his Jotter was giving him psychological problems.

He wrote then that in a "society geared toward shoddiness and planned obsolescence" he had no reason to expect his Jotter to write from September, 1967, "through countless lectures, notes, papers, tests ... plus all the grief a college man can dish out, e.g., hole-punching, staple-removing and desk-top drumming ... it refused to quit."

Now he writes to say that, as his Parker correspondent had predicted, his original ink supply had given way after seventy-six weeks of continuous service, and he has relaxed into working on a new refill.

People Talk:

MATT GREEN, Creative Services art director, is teaching a course in basic lettering at Janesville Vocational-Technical School.

MARION SCHUMACHER, secretary to Chairman Daniel Parker, last week was honored as 1969 Secretary of the Year by the Janesville-Beloit Chapter of the National Secretaries Association.

Joining his wife Susan in retirement on April 30 is MARK E. HOUGHTON who, prior to going on sick leave, was a set-up man in the Metals Department. And, after 46 years with Parker, ALBERT A. MUELLER, Subsidiary Order Coordinator, will retire on May 1. To both Mark and "Obbie," our best wishes for many happy retirement years.

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Issue 458

Comments on the recent Sales Meetings: From JOHN FRANCIS (Marketing Planning Manager)...

"The reception of our new marketing direction, Fall merchandising program, and the new Christmas advertising were enthusiastically received by all Sales Divisions. The Account Managers left each meeting buoyed by the total unanimity of purpose and support that was demonstrated. They were eagerly and confidently ready to face the new challenges ahead."

From GEORGE CHOINIERE (Manager, North Central Division) to MORRIS JOHNSTON (National Sales Manager) ...

"The Sales Meeting was one of the best since I've been with Parker. Some of my impressions are:

- (1) We accept the fact that our men are intelligent, able to assimilate a program and sell it.
- (2) The first day's program was well given and in a manner that the men were not in fear of being singled out.
- (3) This session helped to greatly boost the morale of my division.
- (4) The incentive program is well accepted."

Of 55 replies received in the Court Street "Campers" survey, 20 use a tent, 10 use a trailer, 6 use a tent-and-trailer combination, 6 use a tent-trailer, and there are five cottages. The 6 remaining, classified as "Other," include a camper, a GMC HandiBus, a truck, a bus camper, a truck camper, and a hardy type who uses a sleeping bag only.

PEOPLE TALK

David Gullett (retired President of Parker/Argentina) and Mrs. Gullett celebrated their 50th wedding anniversary on Saturday, 30 August, at their summer home on Crab Lake.

A recent edition of the Janesville Gazette carried this "20 Years Ago" item dated August 27, 1949: "Janesville's BILLY CLOSE (Arrow Park Maintenance) is state freckles champion, winning the title at the Wisconsin State Fair."

"STEVE" STEPHENSON (Kansas City Account Manager) resigned 31 August after 22 years with the company. He and his family have moved to 205 Carrigan Boulevard, Merritt Island, Florida.

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Life magazine's 5 September issue describes the White House West at San Clemente, California as "a breezy oasis where a President can feel at home," and details the new swimming pool, the dazzling new landscaping, 350 feet of guarded beach and water, the helicopter pad, staff offices with sun terrace, a thickly draped and carpeted presidential office with walnut walls, the Utrillo painting in the anteroom, and a sweeping view of fresh saplings and blue ocean. There follows this paragraph:

"Even in the midst of all of this there is still something austere about Nixon, as if he had been permanently marked by those old grocery store days down the road in Whittier. He still works much in solitude with little more than a yellow tablet and his Parker pen."

TERRY RITCHIE (Premium Products Field Sales Manager) reports:

"JACK HANSEN, one of Premium Products sales coordinators for New York City, has that big order smile again. This time 10,000 units of the Window Jotter were sold by Jack and his franchised Advertising Specialty Counselor, Award Incentives, to Hornblower, Weeks-Hemphill, Noyes."

Parker has taken over the business of H. Hebborn & Co. of Heidelberg, Germany which will continue to operate under the name of Luxor Pen (Inc.) Mr. W. Sieberger will be responsible for the operation of this company as well as Parker/Germany.

Luxor is the trademark under which most of the products were previously sold, and will continue as the trademark for products of the new Luxor Co. Luxor will operate separately from Parker in every way. The reason for this is that Luxor products are priced at the lower end of the writing instrument business, and the policy will be to supply Luxor in those markets requiring lower-priced merchandise.

Last Saturday, the Parker Women's Golf League held their Award Luncheon at Windy Acres in Brodhead, Wisconsin. Those on the 1969 winning team who received awards were Captain ANN CONNOR (Sales Correspondence), LUCILLE GOTSICK (Financial), JUNE LOERTSCHER (Metals), BETTY MC CAULL (Returned Goods Inspection), MARSHA MEAD (Arrow Park Personnel), and LEONA SCHMIDT (Financial).

The First Federal Blue Stars of La Crosse won the annual Labor Day drum and bugle corps competition at Monterey Stadium. The Blue Stars were partially sponsored by Parker, with DONALD HOAGUE (Deep Draw) and OMAR PFEIFFER (Toolroom) acting as Liaison with the local Parade of Champions committee.

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For Wonderful Wisconsin Week (September 21-27), the J. M. Bostwick store will have a six-foot river plaza window devoted to Parker advertising materials in Chinese, Japanese, Arabic, Spanish, German, Italian and French, as well as English.

Lloyd Huschka, son of ROBERT L. HUSCHKA (Metals Department) is in charge of the window decoration.

HENRY ARTMAN (National Accounts Manager, Eastern Division), MORRIS JOHNSTON (National Sales Manager), and BAYARD RENNINGER (National Accounts Manager) attended the McKesson Robbins Show at West End, Bahamas, September 5-12. It is estimated that \$25,000 in business was written during the show.

On Friday, September 26, Parker will host the retiring Governors of the National Office Products Association and their wives at a breakfast to be held at the Sheraton Blackstone Hotel in Chicago. Ralph Nader will be the guest speaker.

PEOPLE TALK

Retiring the end of September are FRANCES BELL (Sales Correspondence), 36 years; EVELYN HOUGHTON (Technical Division), 22 years; Mrs. (Russell) LILLIAN O'CONNOR (Inspection), 27 years; RUSSELL O'CONNOR (Plastics Department), 36 years; ARTHUR ROY (Assistant Manager, New York Service Department), 24 years; GRETA UPDIKE (Inspection-Assembly Department), 36 years.

On September 8, SUSAN JOHNSON joined Parker as Accounts Payable Coordinator.

DONALD SCHUETTELZ, a programmer in the Data Processing Department, is the instructor for computer sciences at the University of Wisconsin-Rock County Campus.

On Monday, September 29, MATT GREEN (Art Director, Creative Services) will start teaching a course in Advertising Layout at the Janesville Vocational School. Classes will be held every Monday night, 7-9 p.m., for ten weeks.

The September 8 issue of Sports Illustrated carries a story of a bird watching tour of Eastern Russia. On page 48 is a picture of Frank Matthey (retired head of Foreign Marketing) enjoying a picnic on the Pamir Slopes. On page 42, reference to "The Whirling Dervish, a retired Mid-western sales executive who was fond of dancing, shaking hands and pounding strangers on the back" can only be our Frank.

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ROGER AXTELL has announced the following changes in the Foreign Marketing Division:

JONATHAN PARENTICE becomes Manager, New York Export Office. For the past two years, Jon has served as Sales Administrator for Latin America. He will move to New York City in two or three months, after helping train his replacement here. IAN KERR, who has been serving part-time as NYEO Manager, will devote full-time to Public Relations activities. Jon will report to Roger Axtell.

JUAN BERGOUDIAN will take over duties as Sales Administrator for Latin America. Juan will continue to report to CHRIS MARQUEZ, Foreign Sales Manager.

IGOR MAMANTOV will join the company on 1 October to take over responsibilities of Sales Administrator for Europe and Africa, the position vacated by Juan. Igor holds a Master's Degree in Foreign Trade and has just returned to the U.S. after working in the marketing department of an American firm in Belgium. Igor will report to Chris Marquez.

Fast work on the part of ROY WANDA (Manager, Inventory Control and Purchasing) and DON MC CARTHY (Scheduling Supervisor) put a 75 Treasure Pen and Pencil in the air to President Nixon for presentation to Prime Minister Holyoke of New Zealand in a matter of minutes.

The order was received from the office of the Chief of Protocol about 11 a.m. The merchandise was put aboard a North Central flight, transferred to Eastern Air Lines in Chicago, and arrived in Washington at 10 p.m., where it was picked up by a courier from the State Department. President Nixon made the presentation early the next morning.

Since January 1, Parker Penettes have taken 2,317 guests through Arrow Park.

Following his visit here last Tuesday, Mr. Peter Bommarito, International President of the United Rubber Workers dictated by phone the following comments to Mrs. FAYEE BARTZ, President of the URW Local #663, with permission for publication:

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" URW International President, Peter Bommarito, isn't satisfied with written reports about working conditions in any of the plants where members of the URW are employed. He wants to learn firsthand about them. This is why whenever he has an opportunity to visit a location where a URW organized plant is located he always requests a tour of the plant facilities.

" Such was the case Tuesday, September 16 when he visited the manufacturing facilities of the Parker Pen Co. here in Janesville where the employees are represented by the United Rubber Workers', Local #663.

" Bommarito, obviously impressed by the high quality work being performed by the employees, made this remark: 'It is no wonder that the Parker pen is referred to as the Cadillac of the pen industry. The skill and precision that goes into these instruments makes the difference, and this is a tribute to the employees. I am proud that they are members of the United Rubber Workers.'

" Speaking also of the high level of the Company-Union relations here at this plant, Bommarito further remarked that 'the Company and the Union have conclusively proved that good faith collective bargaining can work when the parties make up their minds they want it to work and everybody gains -- the Company, the employees and the community.' "

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At the end of the first two weeks of selling the Christmas program, Account Managers BEN COLAMECO, RAY FORSYTHE, DICK KLAUS, FRANK KOCIK, BERNIE NEELEY, BILL SCHWARTZ, and FRED STAMM had sold 25% of their quotas.

In addition, five Account Managers were just short of 25%, 15 were between 15 and 20%, and a total of 45% of the Sales Force had written a minimum of 15% in the first two weeks of selling.

JOHN GIBB (Military) has sold the White House 2,000 Touche pens for President Nixon's bill signing. Last week, metropolitan newspapers carried a photo of the President holding up the two Touches used in signing a bill to amend the Older Americans Act.

Each Touche is identified with two lines of imprinting: "The White House" (block) and "Richard Nixon" (signature).

VINCE FITZPATRICK's high-line Christmas Show at the Ben Franklin Hotel in Philadelphia produced \$29,000 in orders.

The current Harvard Business Review contains an article on the Scanlon Plan in which Parker is mentioned. This interesting observation was made:

"The price of the Parker Jotter was established at \$1.98 in 1955 and the same price is in effect today. How many other things can you buy today that have the same sales price as they had 14 years ago?"

The United Givers Fund Drive starts October 15. JOHN COX is the General Chairman for Parker. His assistant is TOM GAVIN. GEORGE SCHUSTER is Solicitations Chairman. His Court Street assistant is JOHN DAWDY; Arrow Park assistants are FAYEE BARTZ and ED TERNEUS. Training Chairman is ART FOSTER, with JIM ZIGLER as assistant. BILL JUDD is Materials Chairman, GENE SMITH assistant. ROGER AXTELL is in charge of Internal Publicity assisted by MATT GREEN. JACK BIDDICK is the Auditor.

PEOPLE TALK

Eighty friends of FRAN BELL (Sales Correspondence) hosted her at a retirement dinner at the Monterey Hotel last Thursday evening. HELEN DUFFY (Sales Correspondence), who MC'd the affair, added greatly to its success with excellent material like ... "If I were going to retire, every morning I'd come downstairs, plunk myself in front of the television set and after two hours -- I'd turn it on."